

Third Party Event Guidelines

IMPORTANT INFORMATION NEEDED BEFORE YOU GET STARTED

- 1.** The event organizer must obtain any necessary permits, licenses or insurance. If the organizer has obtained Section 501(c)3 tax-exempt status, the event organizer must clearly state this in all promotional materials.
- 2.** The Center for Growing Talent by PMA should approve all event dates.
- 3.** The Center for Growing Talent by PMA should approve, in advance, all copy for invitations, advertisements, press releases, posters or other promotional information related to your event. Please do not make public announcements or promote the event until you receive written approval from the Center for Growing Talent by PMA. Center for Growing Talent by PMA may only be identified as the beneficiary of the event. For example an event may not be called "Center for Growing Talent by PMA Walk-a-Thon." The event should be promoted as the "Walk-a-thon to benefit the Center for Growing Talent by PMA."
- 4.** The event organizer and the Center for Growing Talent by PMA should be prepared to inform the public that any net amounts will be donated directly to Center for Growing Talent by PMA within 60 days after the event. If Center for Growing Talent by PMA will not receive all of the proceeds from the event, then the exact percentage of the proceeds that benefit Center for Growing Talent by PMA must be stated clearly on all invitation copy, advertising and promotional materials.
- 5.** Events must comply with all federal, state and local laws governing charitable fundraising, gift reporting and special events. The IRS requires that all tickets, invitations or entry forms state which portion of the contribution is tax-deductible.
- 6.** Not all contributions are considered tax-deductible. For example, if a contributor receives a product or service in exchange for their contribution, the fair market value of the product or service must be subtracted (whether or not it is donated) from the contribution. The remaining amount is tax-deductible. If event contributors send their contributions directly to the Center for Growing Talent by PMA, you must inform the Foundation of the value of any goods or services the donor received in return for their contribution. If the organizer does not have tax-exempt status and individual donors send their contributions directly to the organizer, the organizer must submit to the Center for Growing Talent by PMA an itemized listing of all donors, their addresses and the amount of their individual donation within 60 days so that a proper acknowledgment letter documenting the tax-deductibility of their contribution can be issued from the Center for Growing Talent by PMA, the not-for-profit beneficiary, to the individual donor.

7. Please notify the Center for Growing Talent by PMA if you plan to contact businesses, individuals or organizations for sponsorship or underwriting proposals. If you plan to solicit contributions, sponsorship or in-kind gifts from local businesses, the list of potential business sponsors must be reviewed by the Center for Growing Talent by PMA before being solicited. Please remember that many individuals and businesses already support the Center for Growing Talent by PMA.

8. Event planners employed or retained by the event organizer or sponsoring organization will not be compensated by the Center for Growing Talent by PMA. It is the responsibility of the sponsoring organization to provide such compensation. Center for Growing Talent by PMA does not endorse the hiring or selection of any special event planners, consultants or coordinators.

9. The sponsoring organization or individual must seek approval from the Center for Growing Talent by PMA to repeat an event in each succeeding year.

10. The Center for Growing Talent by PMA must be notified if there are any significant changes planned for the event. If circumstances warrant, the Center for Growing Talent by PMA at any time, through members of its management team, may counsel the event organizer to cancel the event. Event organizers must agree to cancel the event, if so directed, and further agree to release the Center for Growing Talent by PMA and its officers and employees from any and all liability and connection to any such action.